

FRAGRANCE AND PERSONAL CARE

Prada launches beauty platform

August 11, 2022



Prada Beauty is now available through a dedicated website. Image credit: Prada

By LUXURY DAILY NEWS SERVICE

Italian fashion house Prada is introducing a new **platform** dedicated exclusively to its beauty offerings.

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Launched on Aug. 11, the new Prada Beauty **Instagram account** and **website** invite consumers, innovators and creatives to develop new possibilities within the beauty space. To garner excitement for the launch, the brand posed questions to its Instagram followers about what beauty means to them and how they can use beauty to invent and express themselves.

Prada Beauty

In collaboration with London-based multimedia creative studio **Posthuman**, the site launch converges sensory images with technology, ingredients and digital textures.

Prada suggests beauty can be unapologetic elegance, multidimensional singularity or inclusive universality.

[View this post on Instagram](#)

A post shared by Prada Beauty (@pradabeauty)

In July 2021, Prada recruited Academy Award-winning actor and producer Jake Gyllenhaal as the new face of its new men's fragrance.

For his advertising debut with the brand, Mr. Gyllenhaal was shot by photographer Slve Sundsb for the campaign, which also included a short film directed by Johan Rench. The American actor aims to embody the new fragrance by finding a balance between strength and virility and sophistication and self-awareness ([see story](#)).

The Luna Rossa Ocean imagery starring Mr. Gyllenhaal serves as the header of the brand's new beauty website.

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